

**Stephanie Kost**

**From:** Cynthia Cookinham [cke120@att.net]  
**Sent:** Wednesday, October 20, 2004 12:39 AM  
**To:** KAQuinn  
**Subject:** No on "A La Carte" Cable

Cynthia Cookinham  
C.N.H.P.  
668 Rosemead Road  
Rogersville, MO 65742

October 20, 2004

Kathleen Q Abernathy

Dear Kathleen Abernathy:

I have been informed that there are discussions under way to change cable service to a "pay per channel" system.

I am writing to urge you, in the strongest possible way, to oppose this move.

Pay per channel will severely diminish the variety of channel options that I currently have through cable, and will not save me any money. In fact, with the additional fees and equipment needs, it could end up costing me more.

While I understand the good intentions that are behind this, in order to give the consumer more control over what they view, this move will not only reduce the viewing options, but it will also destroy smaller channels and religious broadcasters.

A better way to ensure quality content on television is to enforce decency standards through fines and other regulatory actions.

Sincerely,

Cynthia Cookinham  
417-753-4594  
C.N.H.P.

**Stephanie Kost**

**From:** Cynthia Cookinham [cck120@att.net]  
**Sent:** Wednesday, October 20, 2004 12:38 AM  
**To:** Commissioner Adelstein  
**Subject:** No on "A La Carte" Cable

Cynthia Cookinham  
C.N.H.P.  
668 Rosemead Road  
Rogersville, MO 65742

October 20, 2004

Jonathan S Adelstein

Dear Jonathan Adelstein:

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Michael K Powell

Dear Michael Powell:

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417-753-4594  
C.N.H.P.

**Stephanie Kost**

**From:** Cynthia DeLong [cynthia@vincennes.net]  
**Sent:** Friday, October 15, 2004 11:58 PM  
**To:** KAQuinn  
**Subject:** Stop "Pay Per Channel" Plans

Cynthia DeLong  
College Student  
600 Nicholas St. Apt 214  
Vincennes, Indiana 47591

October 15, 2004

Kathleen Q Abernathy

Dear Kathleen Abernathy:

I have been informed that there are discussions under way to change cable service to a "pay per channel" system.

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Sincerely,

Cynthia Jo DeLong  
812-886-5603  
College Student

## Stephanie Kost

**From:** Cynthia DeLong [cynthia@vincennes.net]  
**Sent:** Friday, October 15, 2004 11:58 PM  
**To:** Commissioner Adelstein  
**Subject:** Stop "Pay Per Channel" Plans

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College Student  
600 Nicholas St. Apt 214  
Vincennes, Indiana 47591

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College Student

**Stephanie Kost**

**From:** Cynthia DeLong [cynthia@vincennes.net]  
**Sent:** Friday, October 15, 2004 11:58 PM  
**To:** Michael Copps  
**Subject:** Stop "Pay Per Channel" Plans

Cynthia DeLong  
College Student  
600 Nicholas St. Apt 214  
Vincennes, Indiana 47591

October 15, 2004

Michael J Copps  
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Dear Michael Copps:

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**From:** Cynthia DeLong [cynthia@vincennes.net]  
**Sent:** Friday, October 15, 2004 11:58 PM  
**To:** KJMWEB  
**Subject:** Stop "Pay Per Channel" Plans

Cynthia DeLong  
College Student  
600 Nicholas St. Apt 214  
Vincennes, Indiana 47591

October 15, 2004

Kevin J Martin

Dear Kevin Martin:

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Sincerely,

Cynthia Jo DeLong  
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College Student



**Stephanie Kost**

**From:** Cynthia Kight [cklight@earthlink.net]  
**Sent:** Tuesday, October 19, 2004 7:39 PM  
**To:** KAQuinn  
**Subject:** Stop "Pay Per Channel" Plans

Cynthia Kight  
2727 Phyllis Dr.  
Copperas Cove, TX 76522

October 19, 2004

Kathleen Q Abernathy

Dear Kathleen Abernathy:

I have been informed that there are discussions under way to change cable service to a "pay per channel" system.

I am writing to urge you, in the strongest possible way, to oppose this move.

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Sincerely,

Cynthia Kight  
254-289-0029

**Stephanie Kost**

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**From:** Cynthia Kight [ckight@earthlink.net]  
**Sent:** Tuesday, October 19, 2004 7:39 PM  
**To:** Commissioner Adelstein  
**Subject:** Stop "Pay Per Channel" Plans

Cynthia Kight  
2727 Phyllis Dr.  
Copperas Cove, TX 76522

October 19, 2004

Jonathan S Adelstein  
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Dear Jonathan Adelstein:

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**To:** Michael Powell  
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2727 Phyllis Dr.  
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Sincerely,

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254-289-0029

**Stephanie Kost**

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**From:** Cynthia Lalley [quietmoments1@yahoo.com]  
**Sent:** Monday, October 18, 2004 11:05 AM  
**To:** KAQuinn  
**Subject:** Stop "Pay Per Channel" Plans

Cynthia Lalley  
163 Glenmar Ave  
Mahtomedi, MN 55115

October 18, 2004

Kathleen Q Abernathy

Dear Kathleen Abernathy:

I have been informed that there are discussions under way to change cable service to a "pay per channel" system.

I am writing to urge you, in the strongest possible way, to oppose this move.

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Sincerely,

Cynthia L Lalley  
612-801-2215

**Stephanie Kost**

**From:** Cynthia Lalley [quietmoments1@yahoo.com]  
**Sent:** Monday, October 18, 2004 11:04 AM  
**To:** Commissioner Adelstein  
**Subject:** Stop "Pay Per Channel" Plans

Cynthia Lalley  
163 Glenmar Ave  
Mahtomedi, MN 55115

October 18, 2004

Jonathan S Adelstein

Dear Jonathan Adelstein:

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**Sent:** Monday, October 18, 2004 11:04 AM  
**To:** KJMWEB  
**Subject:** Stop "Pay Per Channel" Plans

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Mahtomedi, MN 55115

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Kevin J Martin

Dear Kevin Martin:

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612-801-2215



**Stephanie Kost**

**From:** Cynthia Ramirez [Cyndi112275@yahoo.com]  
**Sent:** Monday, October 18, 2004 11:24 AM  
**To:** KAQuinn  
**Subject:** Stop "Pay Per Channel" Plans

Cynthia Ramirez  
5436 Harpers Farm Rd. Apt B1  
Columbia, MD 21044

October 18, 2004

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**From:** Cynthia Southard [queencas@verizon.net]  
**Sent:** Thursday, October 14, 2004 10:18 PM  
**To:** KAQuinn  
**Subject:** No on "A La Carte" Cable

Cynthia Southard  
32 Manor Drive  
Andover, New Jersey 07821

October 14, 2004

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Dear Kathleen Abernathy:

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Cynthia

**Stephanie Kost**

**From:** Cynthia Southard [quencas@verizon.net]  
**Sent:** Thursday, October 14, 2004 10:18 PM  
**To:** Michael Copps  
**Subject:** No on "A La Carte" Cable

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32 Manor Drive  
Andover, New Jersey 07821

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Sincerely,

Cynthia

**Stephanie Kost**

**From:** Daina Carlson [troyndaina@charter.net]  
**Sent:** Saturday, October 16, 2004 8:53 PM  
**To:** Commissioner Adelstein  
**Subject:** Stop "Pay Per Channel" Plans

Daina Carlson  
Mrs.  
106 Dorman Dr.  
Columbia, TN 38401

October 16, 2004

Jonathan S Adelstein  
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Dear Jonathan Adelstein:

I have been informed that there are discussions under way to change cable service to a "pay per channel" system.

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Sincerely,

Daina Carlson  
931-490-0238  
Mrs.

**Stephanie Kest**

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**Sent:** Saturday, October 16, 2004 8:53 PM  
**To:** KAQuinn  
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Mrs.  
106 Dorman Dr.  
Columbia, TN 38401

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**Stephanie Kost**

---

**From:** Daina Carlson [troyndaina@charter.net]  
**Sent:** Saturday, October 16, 2004 8:53 PM  
**To:** Michael Powell  
**Subject:** Stop "Pay Per Channel" Plans

Daina Carlson  
Mrs.  
106 Dorman Dr.  
Columbia, TN 38401

October 16, 2004

Michael K Powell

Dear Michael Powell:

I have been informed that there are discussions under way to change cable service to a "pay per channel" system.

I am writing to urge you, in the strongest possible way, to oppose this move.

Pay per channel will severely diminish the variety of channel options that I currently have through cable, and will not save me any money. In fact, with the additional fees and equipment needs, it could end up costing me more.

While I understand the good intentions that are behind this, in order to give the consumer more control over what they view, this move will not only reduce the viewing options, but it will also destroy smaller channels and religious broadcasters.

A better way to ensure quality content on television is to enforce decency standards through fines and other regulatory actions.

Sincerely,

Daina Carlson  
931-490-0238  
Mrs.

**Stephanie Kost**

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**From:** Daina Carlson [troyndaina@charter.net]  
**Sent:** Saturday, October 16, 2004 8:53 PM  
**To:** KJMWEB  
**Subject:** Stop "Pay Per Channel" Plans

Daina Carlson  
Mrs.  
106 Dorman Dr.  
Columbia, TN 38401

October 16, 2004

Kevin J Martin  
,

Dear Kevin Martin:

I have been informed that there are discussions under way to change cable service to a "pay per channel" system.

I am writing to urge you, in the strongest possible way, to oppose this move.

Pay per channel will severely diminish the variety of channel options that I currently have through cable, and will not save me any money. In fact, with the additional fees and equipment needs, it could end up costing me more.

While I understand the good intentions that are behind this, in order to give the consumer more control over what they view, this move will not only reduce the viewing options, but it will also destroy smaller channels and religious broadcasters.

A better way to ensure quality content on television is to enforce decency standards through fines and other regulatory actions.

Sincerely,

Daina Carlson  
931-490-0238  
Mrs.

## Stephanie Kost

From: Dan Miles [dpmiles@growthstone.com]  
Sent: Thursday, October 14, 2004 8:04 PM  
To: Jonathan Adelstein  
Cc: stephanf@parentstvzone.com; chrisg@parentstvzone.com; dschwartz@parentstvzone.com  
Subject: Violent Television Programming and its Impact on Children (Docket 04-261)



ParentsTVZone\_On  
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Mr. Commissioner,

This letter is intended to contribute to your ongoing investigation regarding the issue of violence in television and its effect on children. Your investigation is evidence that parents seek greater assistance in evaluating and filtering media for their children. The undersigned agree and believe that the new technological capability of digital cable, satellite, and digital broadcast can enable parents to control their own children's exposure to violence without infringing on anyone's rights to free speech. Better information and tools make legislative restrictions on expression unnecessary.

### **Better Tools to Support Family Choice**

Research shows that parents will embrace a solution that provides 1) quality, unbiased information about program contents so that they can make well-informed choices for their children, and 2) the technical means to implement those choices quickly and easily. Three elements are essential to a truly effective media management solution: quality, unbiased information, a control mechanism that is easy to use, and consumer awareness. The existing V-Chip program has laid the foundation for the solution. However, the evolution of the media landscape – in both content and technology – requires and supports an evolution in the V-Chip to meet the needs of US families.

### **The CMS Solution**

Convergent Media Solutions (CMS) has developed Parents TV Zone – a “next generation V-Chip” that improves greatly on the current system. With Parents TV Zone families can, in effect, create a personal a la carte service that meets individual needs, interest and values by filtering the program guide for the child according to the parent's personal tastes and values. Parents TV Zone provides:

#### *Quality Information from a Neutral Independent Third Party*

Much like food labels, Parents TV Zone provides in-depth summaries of program attributes that are most relevant to children -- positive and negative. Parents TV Zone program information is consistent and reliable because it is based on published standards, many of which have been developed by leading education and health organizations in the US. We believe the Parents TV Zone information is a vast improvement over the existing Parental Guidelines given its consistency, granularity, and objectivity.

#### *Ease-of-use*

Parents TV Zone can stand alone as a virtual channel, it can be integrated into the program guide, or it can be a separate menu item on interactive television systems. Program content summaries are available on-demand. Parents can make age-based program selections by simply choosing a viewing level, or choose from a menu of options for more granular control of specific content attributes.

#### *Aggressive promotion*

Low usage rates for the V-Chip are not surprising. Few people know about it because there is no entity that has an economic incentive to promote it. As a for-profit entity, Convergent Media Solutions has a vested interest in generating as much use and awareness as possible among its primary end-users: parents.

### **Summary of Advantages**

Parents TV Zone is a superior solution for enabling parents to manage their children's TV and media consumption. The attached description provides more detail about the Parents TV Zone, in addition to these key points:

- Enables parents to, in effect, create customized a la carte service on program-by-program basis that meets and reflects personal needs, interests, and values.